REMARKS

This is in response to the final Office Action mailed May 3, 2005. The final Office Action rejected Applicants' Claims 18, 20-22 and 24-28 as being anticipated by U.S. Pat. No. 6,414,602 ("Polyakov") and rejected Claims 1-17, 19 and 23 as obvious in view of the combination of U.S. Publication 2004/0076279 ("Taschereau") and Polyakov.

With this response, Applicants have canceled Claims 18-27. Although the Applicants do not believe that these claims are anticipated or obvious in view of the cited prior art, Applicants have canceled them in order to further prosecution at this time and reserves the right to pursue them in a continuation application. Applicants respectfully request reconsideration of the present application in view of the following remarks. Applicants submit that Claims 1-17 and 28 are in condition for allowance.

REJECTIONS UNDER 35 U.S.C. § 102

As explained below, Applicants' Claim 28 defines features not included in the disclosure of the Polyakov patent. To facilitate identifying the patentable features of Applicants' claimed subject matter, a brief summary of the Polyakov patent is presented, followed by a brief summary of Applicants' Claim 28 subject matter. Following these summaries, Applicants identify at least one feature in Applicants' Claim 28 that is not found in or suggested by the disclosure of the Polyakov patent.

A. The Polyakov patent

The Polyakov patent describes a system that provides advertising on display screens mounted on the exterior of mobile vehicles, such as a mobile billboard. (see: Polyakov: FIG. 3, column 2, lines 54-59). Polyakov's mobile billboards include a GPS system that determines the vehicle's location which is sent to a server (see: Polyakov: column 3, lines 5-12). Using the location information (latitude and longitude from GPS system), the server determines which one of a plurality of different predefined zones the mobile billboard vehicle is located. (see: Polyakov: column 3, lines 18-21; column 6, line 1). Polyakov's server then transmits an advertising information reference number corresponding to the determined zone to the vehicle. (see: Polyakov: column 3, lines 1-2, 25-30). The mobile billboard then

displays the advertising information corresponding to the reference number. (see: Polyakov: column 3, lines 30-32).

B. Summary of Applicants' Claim 28 subject matter

Applicants' Claim 28 discloses an improved method for delivering advertising to users of mobile computing platforms. Applicants' disclosed method determines a position of the mobile computing platform as it travels in a geographic region. The method then dynamically forms a new advertising zone associated with the position of the mobile computing platform. The user of the mobile computing platform is provided with an advertising message associated with the advertising zone.

C. Differences between Applicants' Claim 28 subject matter and Polyakov

As stated above, Applicants' disclosed subject matter relates to an improved method for delivering advertising to users of mobile computing platforms. By contrast, Polyakov is directed to a system for displaying advertising on mobile billboards. Polyakov does not disclose dynamically forming a new advertising zone associated with the determined position of the mobile computing platform.

D. Applicants' Claim 28 distinguishes Polyakov

Applicants' independent Claim 28 relates to a method for delivering advertising to users of mobile computing platforms. Applicants' Claim 28 recites the step of *"dynamically forming a new advertising zone"* associated with the determined position of the mobile computing platform. Polyakov does not anticipate this claim at least for the reason that Polyakov does not disclose forming a new advertising zone. In contrast, the Polyakov system determines which one of a plurality of different predefined zones the mobile billboard is located. (see: Polyakov: column 3, lines 18-21) instead of forming a new zone. That is, the Polyakov system merely identifies a static, old, prior established zone in which the mobile billboard is located instead of dynamically forming a new zone for the position at which the mobile computing platform is located.

The Office Action indicated that the mobile billboard traveling from one zone to the next is equivalent to the Applicants' dynamically forming a new zone. (see: Office Action: page 5). Applicants respectfully point out that moving from one static, old, prior established zone to the next static, old prior established zone does not disclose or suggest the Applicants'

recited feature of dynamically forming a new zone. Dynamically forming a new advertising zone associated with the determined position of the mobile computing platform requires additional processing steps in order to define and create the zone, such additional steps are not disclosed by Polyakov. Polyakov merely monitors location (latitude and longitude) to determine if a boundary from one prior established zone to the next has been crossed. Polyakov completely fails to suggest the additional step of dynamically forming a new zone.

Accordingly, for at least these reasons, Polyakov does not anticipate Applicants' Claim 28.

REJECTIONS UNDER 35 U.S.C. § 103

As explained below, Applicants' claims define features not included in the disclosures of the Polyakov and Taschereau patents. To facilitate identifying the patentable features of Applicants' claimed subject matter, brief summaries of the Polyakov and Taschereau patents are presented, followed by a brief summary of Applicants' disclosed subject matter. Following these summaries, Applicants identify at least one feature in each of Applicants' claims that is not found in or suggested by the disclosures of the Polyakov and Taschereau patents.

A. The Polyakov patent

The Polyakov patent was described above.

B. The Taschereau patent

The Taschereau patent discloses a voice recognition location-based information system, similar to a 411 information service. In the Taschereau system, a caller identifies his or her location via voice by providing place names, such as city, state, landmark and street name. (*see*: Taschereau: page 7, paragraph 0104). Using these voice requests, the system identifies a street segment matching the caller's described location using a geographic database. (*see*: Taschereau: page 7, paragraph 0111). To recognize the natural language speaking patterns of the caller, Taschereau's geographic database includes named groups of road segments. (*see*: Taschereau: page 2, paragraph 0032). The named groups of road segments may correspond to a name representing a city, city district or street segment group (the name "Georgia" corresponds to street segments of "Georgia St.," "Georgia Ave.,"

"Georgia Dr.," "East Georgia," "West Georgia," and so on). (*see*: Taschereau: page 4, paragraph 0059, lines 1-5; paragraph 0071-73). The named groups of road segments facilitate efficient lookup of the caller's natural language location by providing a list of segments that apply to the spoken name of the group. (*see*: Taschereau: page 5, paragraph 0077; paragraph 0082). In addition to location information, the caller speaks a keyword for a desired point of interest, such as gas station. (*see*: Taschereau: page 7, paragraph 0109). The service provides matching points of interest for the determined location and optionally provides an advertisement corresponding to a matching establishment and offers to connect the call to the matching establishment. (*see*: Taschereau: page 8, paragraphs 0133-0135).

C. Summary of Applicants' disclosed subject matter

Applicants' specification discloses an improved geographic database organization that facilitates location-based advertising. The Applicants' improved geographic database includes data representing advertising zones within a geographic region. The advertising zones are defined as bounded areas for targeted advertising; the advertising zone may be defined in separate layers as illustrated in Figure 4 of the Applicants' specification. The Applicants' database includes data entities that represent road segments. Additionally, the Applicants' database includes data that indicates in which advertising zone(s) the represented road segments are located.

The Applicants' improved geographic database facilitates the delivery of advertising to users of mobile computing platforms. In one embodiment, the Applicants' method associates advertising messages with at least some of the advertising zones. The method obtains the position of the mobile computing platform and uses the improved geographic database with data representing advertising zones to identify the advertising zone(s) in which the end user is located. The Applicants' method provides the advertising message(s) to the end user associated with the identified advertising zone(s).

D. Differences between Applicants' subject matter and Taschereau & Polyakov

As stated above, Applicants' disclosed subject matter relates to an improved geographic database that facilitates the delivery of advertising to users of mobile computing platforms. By contrast, Polyakov is directed to a system that provides advertising on display screens mounted on the exterior of mobile vehicles, such as a type of mobile billboard, and

Taschereau is directed to a voice recognition location-based information system, similar to a 411 information service. Both Polyakov and Taschereau do not disclose the Applicants' improved geographic database that includes data indicating in which advertising zone(s) the represented road segment is located.

E. **Applicants' independent Claims 1, 7 and 13 distinguish Taschereau and Polyakov**

As shown below, each of these independent claims includes at least one feature that is neither disclosed in nor suggested by Taschereau and Polyakov.

Claim 1

Claim 1 relates to a method of facilitating delivery of advertising to users of mobile computing platforms. Claim 1 recites a geographic database contains data that represents roads located in a geographic region. The method also recites "associating with each data entity that represents a road segment . . . data that indicate in which of said advertising zones the road segment . . . is located." In other words, associating the road segment data entity with data indicating in which advertising zones the represented road segment is located. Claim 1 is not obvious in view of the combination of Polyakov and Taschereau because the combination does not disclose or suggest this claim element.

First, Polyakov completely fails to disclose the recited geographic database with data that represent roads. Second, the Office Action relied upon Taschereau as disclosing the claimed features of the geographic database (*see*: Office Action: pages 14-16). However, Applicants respectfully point out that the Taschereau patent fails to disclose or suggest the step of associating the road segment data entity with data indicating in which advertising zones the represented road segment is located.

Although Taschereau discloses the geographic database including road segments, the road segment data entities are not associated with data indicating the advertising zone in which the road segment is located. Rather, the Taschereau patent discloses organizing the road segments into named groups that facilitate the recognition of the natural language speaking patterns of the caller. For example, the named groups of road segments may correspond to a name representing a city, city district or street segment group (the name "Georgia" corresponds to street segments of "Georgia St.," "West Georgia," and so on). (*see*: Taschereau: page 4, paragraph 0059, lines 1-5; paragraph 0071-73). The named groups of

road segments facilitate efficient lookup of the caller's natural language location by providing a list of segments that apply to the name of the group allowing the system to identify the road segment in the database corresponding to the caller's verbal description. (*see*: Taschereau: page 5, paragraph 0077; paragraph 0082).

In summary, the Taschereau patent discloses the group of road segments being associated with a name that enables matching with voice commands. The Taschereau patent fails to disclose associating the road segment data entity with data indicating the advertising zone in which the road segment is located.

Furthermore, not only does the Taschereau patent fail to disclose associating the road segment data entity with data indicating the advertising zones in which the road segment is located, but the Taschereau patent also teaches away from the recite claim element. That is, the groups of road segments being associated with a name allow the Taschereau system to identify a road segment location given voice commands of city name, city district name and road segment name. This identification of geographic location by voice recognition goes from general region to a single specific road segment. In contrast, the recited claim element provides the opposite. Namely, the facilitation of delivery of advertising goes from road segment to advertising zone.

Accordingly, for at least these reasons, Applicants' independent Claim 1 is not obvious in view of the combination of Polyakov and Taschereau.

Claim 7

Claim 7 relates to a method of facilitating delivery of advertising to users of geographic data. Claim 7 recites "associating with each data entity that represents a road segment . . . data that indicate in which of said advertising areas the road segment . . . is located." As discussed above in conjunction with Claim 1, Claim 7 is not obvious in view of the combination of Polyakov and Taschereau because the combination fails to disclose this claim element. Accordingly, for at least these reasons, Applicants' independent Claim 7 is not obvious in view of the combination of Polyakov and Taschereau.

Claim 13

Claim 13 relates to a geographic database. Claim 12 recites "advertising zone data associated with road segment data." The advertising zone data indicate which advertising

zones the represented road segments are located in. As discussed above in conjunction with Claim 1, Claim 13 is not obvious in view of the combination of Polyakov and Taschereau because the combination fails to disclose this claim element. Accordingly, for at least these reasons, Applicants' independent Claim 13 is not obvious in view of the combination of Polyakov and Taschereau.

Claims 2-6, 8-12 and 14-17

Applicants' dependent Claims 2-6, 8-12 and 14-17 are allowable at least for the reason that they depend upon allowable base claims. In addition, these claims include features that are not disclosed by the cited references.

Information Disclosure Statement

Applicants filed an information disclosure statement on December 21, 2004. A courtesy copy is attached for convenience.

Conclusion

With the present response, all the issues in the final Office Action mailed May 3, 2005 have been addressed. Applicants submit that the present application has been placed in condition for allowance. If any issues remain, the Examiner is requested to call the undersigned at the telephone number indicated below.

Respectfully submitted,

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